



Wichita State
University



Kansas Aviation Museum Survey Analysis



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Executive Summary

Objectives

The purpose of this survey was to see who is currently visiting the museum, and also to determine the best ways to raise awareness for the Kansas Aviation Museum (KAM). Determining how the general population viewed the museum and its place in Wichita was also very important in tabulating the results. Other objectives that were important for a general view of who visits the museum and why included: demographic information, level of awareness, interest level of aviation and consumer behavior. Ratings of different aspects of the museum were taken to determine areas of strengths and weaknesses. Different exhibits were also rated to determine favorite exhibits and not so favorite exhibits. These objectives were formulated by the Kansas Aviation Museum faculty and staff, and they were carried out through administering and analyzing the results of the survey.

Data Collection

The data that was collected was done so via a survey through email. Two different data sets were collected. The first data set consisted of an “external group” of participants. This survey was conducted through Qualtrics by way of email. The goal for the external survey was to collect 300 responses. In the end, 316 people responded to this survey. Survey participants had to be 21 years or older and live in the Wichita area.

The second data set that was collected was through a group of “internal group” of participants. The internal group consisted of people who more than likely had visited the museum before. The Kansas Aviation Museum had obtained this dataset via an email list. 633 email surveys were sent out to these internal users, however, only 76 surveys were completed and returned.

Surveys were made available for almost two weeks. The questionnaire for the external survey consisted of 40 questions. The questionnaire for the internal survey consisted of 31 questions. Questions choices were of differing formats. Open ended, Likert scale, ratings/ranking scale, and yes/no questions were included.

Findings (External)

Overall, 43% of the 316 respondents had visited the museum before. Most of the external participants who have never been to the museum cited that they just have never taken the opportunity to go. With that in mind, 77% of respondents have heard of the Kansas Aviation Museum before. Respondents said that they were interested in seeing planes and aviation up

close but, were noncommittal on whether they would visit the museum or not in the next 12 months.

In the survey, respondents rated different places around Wichita about favorable they viewed these attractions. The zoo, the Botanica, and the Exploration places were rated highly. The Kansas Aviation Museum rated 7th out of 12 attractions. When respondents were asked what qualities of an attraction were most important when visiting, the responses respectively were interesting exhibits, admission price, and convenient hours. Least important qualities include: disability access, gift shops, and availability of snacks. Participants that visited the museum were also asked to rate how these qualities were at the KAM. People were most satisfied with the friendliness of the staff, the educational/informative component, and the topic/subject matter at the Kansas Aviation Museum. People were least satisfied with the availability of snacks, gift shops, and availability of snacks.

Thirteen different exhibits at the museum were also rated. The top three exhibits were History of Wichita & Flight Displays, Outdoor Airplane Exhibit, and Kansas Aviation Hall of Fame. The lowest ranked exhibits were the Jimmie Allen Exhibit, the Boeing Learning Center & Play, and the Flight Simulator.

As to why a participant went to a museum for the first time, 65% of the time the respondent's spouse/partner came up with the idea to visit the museum. Kids didn't have a great impact on the decision process, however, participants did come to the museum to bring their children or family. People either went to the museum for personal interests in the attractions/exhibits or to do something with their family. Respondents would like to know about and receive information about KAM via television, Facebook, and their website.

Findings (Internal Survey)

In the internal survey, of the 76 respondents to the survey, all but one reported having visited the museum before. About half of these respondents were over the age of 65 and had lived in Wichita for more than 20 years. Most of the respondents were aware of how important Wichita was as the air capital of the world and that it was the old Wichita Air Terminal. Of the 76 respondents, 43 reported that they were a Kansas Aviation Member. A little over half of these members were over the age of 65. Respondents wanted to hear about the museum by TV, internet, and newspaper.

When asked when they last visited the museum, half the respondents visited within the three months. Along with that, 48% of respondents visited one or two times per year. As to why they visited the museum, respondents said because of special events or personal interest in certain exhibits. Which these results were similar to the external findings as well.

Overall, participants were asked to rate the how they viewed certain qualities of attractions and how they viewed the museum. Qualities of any attraction visited in Wichita that were most

important to internal users were interesting exhibits, cleanliness, and topic/subject matter. When asked about the top qualities the museum possessed, respondents answered with friendliness of museum staff, educational/informative features, and topic/subject matter. The lowest viewed qualities of attractions and the museum were the same as what was reported for the external survey. Overall, 40 of the 76 people were totally satisfied or satisfied with the total museum experience.

Again, respondents were asked to rate how they felt about 13 different exhibits the museum has to offer. The top three rated exhibits were the Control Tower, the Stearman Exhibit, and the Larid Swallow Exhibit. The lowest rated exhibits were the Military Exhibit, the TWA Airline Exhibit, and the Airplane Exhibit.

Recommendations

First off, the museum should change their target market and marketing procedures. Marketing should be more geared to a younger demographic. Wichita has a lot of ties to aviation via the workplace. For the most part, these people are interested in aviation and should be addressed. Increasing support for kid-friendly events to attract more families is also needed. With this in mind, the older generation still finds aviation/planes very entertaining. Maintaining communication with this demographic will keep this part of their market share.

With this in mind, getting the word out might be equally as important if not more important than the target markets initially. One of four people didn't know about the museum. In the external survey This needs to change. If everyone knows about the museum, obviously more chances of people visiting the museum are presented. Increasing communication via Facebook, website, and other creative communication outlets are vital for this ever-increasing communication savvy generation. Spending a few more dollars than normal for marketing if necessary will pay off in the end.

Also, by increasing the number of special events and activities, more consumers will be brought in. Getting the word out about these events beforehand will bring in greater crowds of people. Additionally, getting people through the door is going to be very key for the museum because, it seems through the survey results that most people enjoy their time at the museum. If motivation to come to the museum is greatly increased, word of mouth marketing will spread when people realize what a treat the museum really is.

External Findings

The research method used in the research is survey, which was administered through email. The major objective of the research is to understand the market and help KAM to accurately capture the target market and increase the visits by customers. The research consists of two parts: first is the external and second is the internal. The external part was targeted to people whom are 21 or older and live in greater Wichita area. The internal part consists of people who had given their email address to KAM. The external part consists of 40 questions that are designed to understand the level of awareness, interest and consumer behavior of the targeted population. The total number of participants in the external part of this survey was 316. The characteristics of the sample were:

Demographics:

Gender:

- 57% of the sample is female
- 43% of the sample is male

Age:

- All the respondents are 21 years or older
- 24% of the respondents are 55-64, 22% of the respondents are 25-34 and 20% of the respondents are between 45-54 years old.

Years lived in Wichita:

- All respondents have lived in Wichita
- 61% of the respondents have lived in Wichita for more than 20 years

Household Income:

- 44% of the sample average household income is \$25000-75000 and 22% of the respondents' annual household income is above \$100000.

Children under 18 in household:

- 68% of the respondents didn't have children under 18 in household. 32% of the respondents have children under 18.

Number of museum visits per year for respondents that have children

- Among 32% of the respondents who have children, 67% of the families have never been to KAM and 18% have once been to KAM.

Worked in aviation:

- 63% of the respondents or their immediate family members have never worked in aviation industry. 37% of the respondents or their family members have worked in aviation industry.

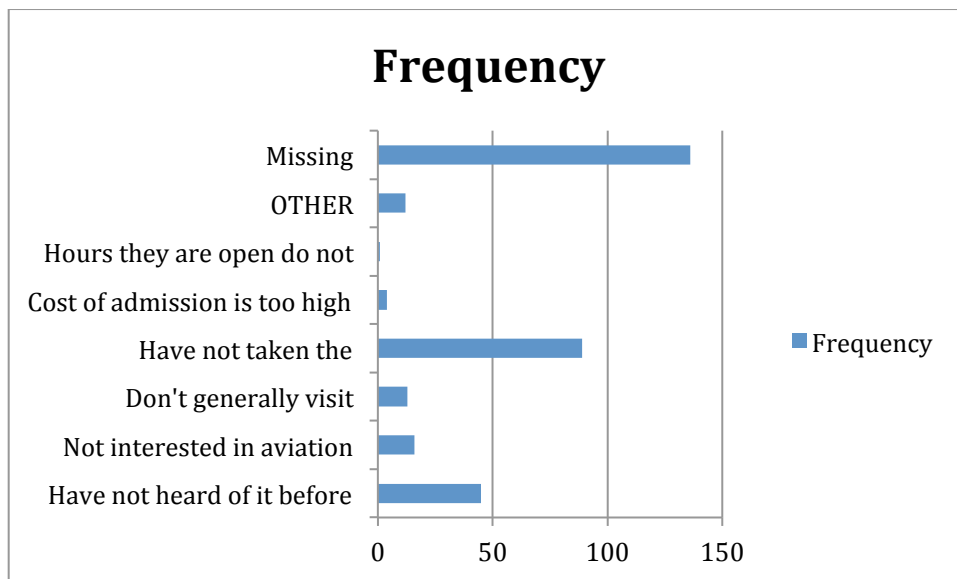
Education level:

- 36% of the respondents have Bachelor's degree, 21% of the respondents have Master's Degree or higher degree and 16% of the respondents have been to some college.

Awareness:

The response of the external survey states that most of the respondents knew that Wichita is famous for its aviation industry. 88% of the total respondents knew that Wichita is the Air Capital of the World. Almost 77% of the respondents knew about

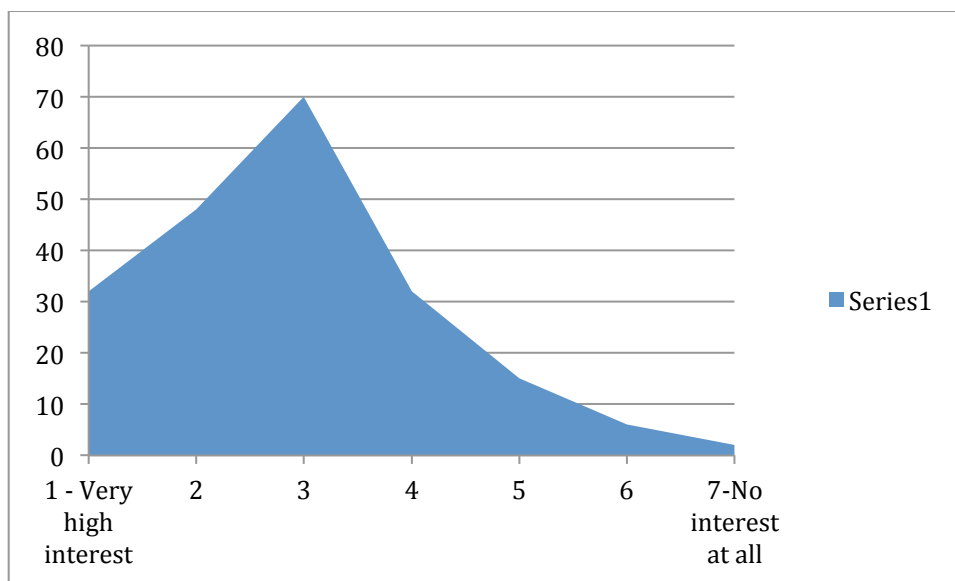
the existence of KAM and around 43% of the respondents had visited the KAM. 57% of the respondents said that they have never been to KAM. When asked for the reason of not visiting to KAM, 43% of the respondents didn't answer the question because they have visited the museum at least once before. The remaining 57% of the respondents stated the reason. The most common response was that they had not taken the opportunity to go. Approximately 28% of the respondents selected this response. The next frequently chosen answer was that the respondents haven't heard of the museum before. 14% of the total respondents choose this option. This shows that KAM should target on creating consumer awareness about the museum but it should also focus and understand the factors that will change consumer behavior. 28% of the respondents aren't motivated to take out time to visit the museum.

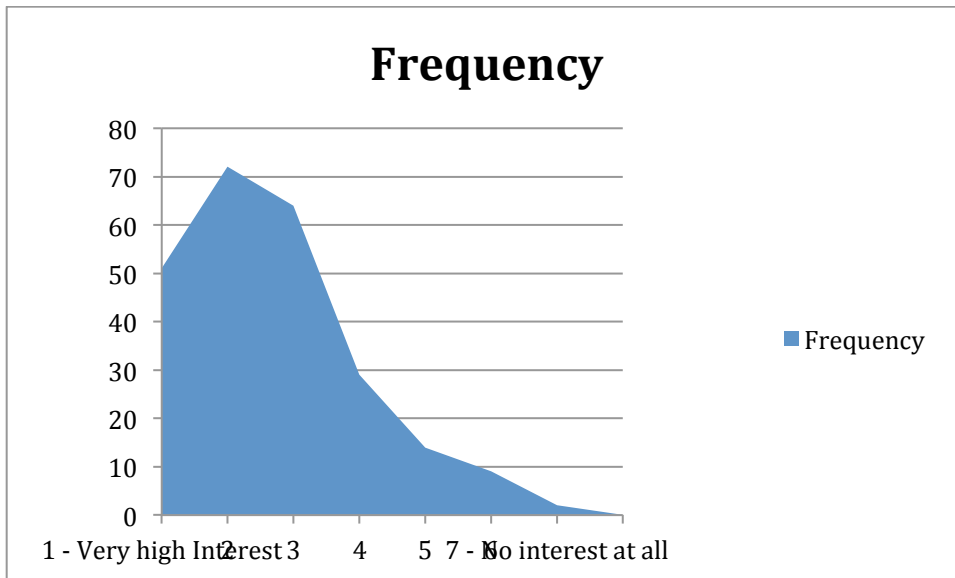


Interest:

A few sets of questions were established to understand the interest of the sample in aviation industry. The broader question was asked about the interest in aviation.

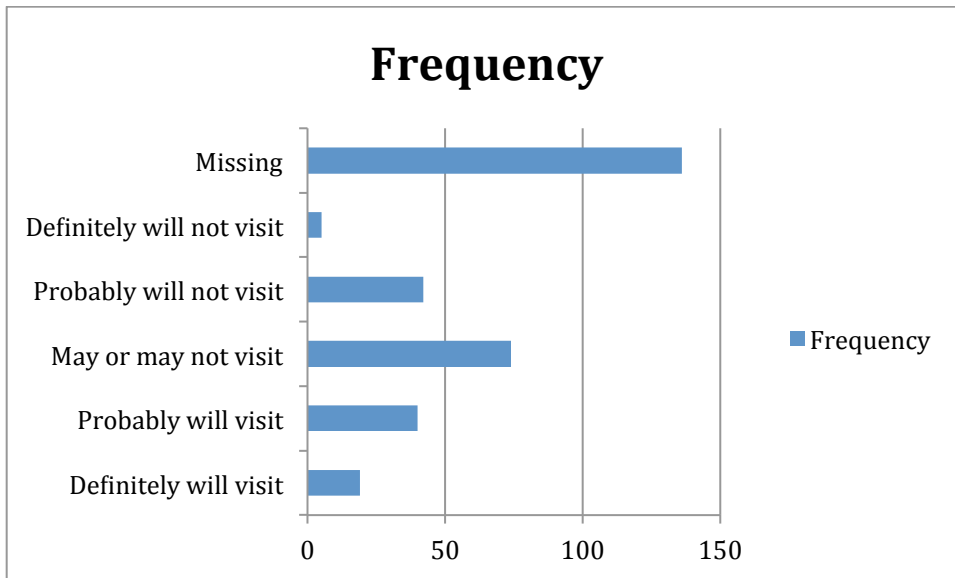
65% of the respondents said that they have interest in aviation. 35% of the respondents weren't fascinated by the aviation history. The level of the respondent's feelings were described on a continuous scale by the respondents selecting slightly interested in the aviation museum as the most frequent answer. The answers are distributed over the range of scale as shown in the graph but the curve is skewed more toward high interest, inferring that respondents generally have positive feeling toward the aviation history. When the specific question was asked regarding the feeling of seeing early to modern commercial and military planes close up. 76% of the respondents said that they are interested and rated moderate interest in seeing the planes close up. This shows that sample is interested in planes close up rather than in the exhibits that displays information about the aviation history.





The respondents were reluctant to state if they are likely visit to the museum in next 12 months. 136 respondents didn't respond with an answer to this question, and among 180 respondents who answered the question, 74 of them stated that they might or might not visit the museum. This shows that the sample is either not sure about their tour to the museum or they are uncomfortable to respond the true answer.

A question about the reason to revisit to museum was asked, in which only 2.5% of the total respondents answered it. As previously asked in the survey 47% of the respondents said that they have visited the museum. This shows that retention rate of the museum is only 5.4%. Around 50% of the respondents from 2.5% stated that they revisited the museum because of the suggestion made by their friends and family.



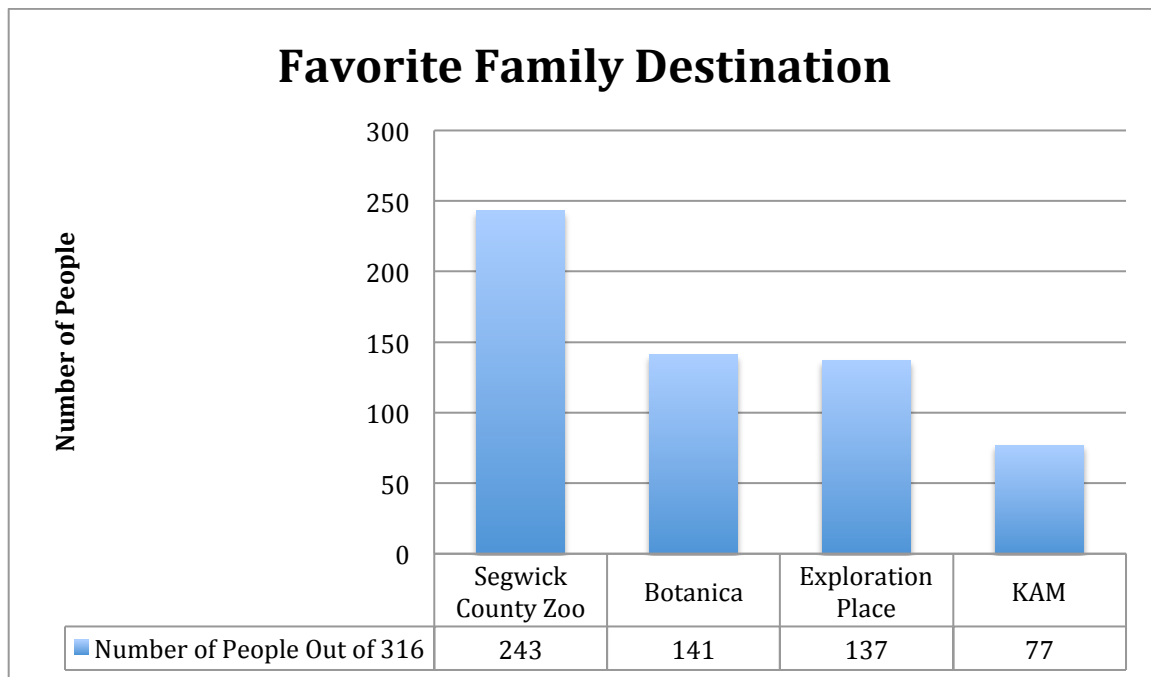
Consumer Behavior:

Knowledge of consumer behavior is crucial to any business. This survey, for the Kansas Aviation Museum (KAM), which was taken by people in the Wichita area, had this as a main focus. There were many interesting facts that were uncovered with the data from the survey. This section will explore these facts and dig into reasoning behind these facts, as well as see what the Kansas Aviation Museum can do to use the data collected from the external survey to attract more business.

The following figures and information are based on the number of people who responded to each question. Anyone who did not answer a question was eliminated from the figures for that question.

It is important to first look at where people in which like to spend their time. From the data collected, Sedgwick County Zoo was the most popular attraction in Wichita in both rankings of popularity and number of people who have visited in the

last year. Botanica and Exploration Place followed the Zoo for the number of visitors and popularity. The Kansas Aviation Museum came in seventh out of the twelve attractions in the survey. The following chart shows how many votes each attraction received. When analyzing the graph on the following page it is important to remember people could vote for more than one attraction.



When the survey participants were asked the importance of certain criteria when choosing an attraction to visit, interesting exhibits was the number one choice. Admission price and convenient hours finish off the top three. The factors that were scored as least important factors were the gift shop, disability access, and availability of snacks. When asked what the responders rated their overall experience during their visit of KAM they rated it with an average of 2.68 on a scale of 1-6, where a ranking of 1 is “one of the best.” Next, looking at the satisfaction of

the different factors making up, respondents were the most satisfied with the friendliness of the staff, the educational and informative component, and the topic/subject matter. They were least satisfied with the availability of snacks, the gift shop, and disability access.

In this survey, it was also important to gauge how often people go on outings to the local Wichita attractions. From the survey, 57.6% of respondents said they go out 1-4 times a year to a local area attraction. With this in mind, the people who haven't ever been to the Kansas Aviation Museum had the following responses when asked why they had never been.

- 49.4% said it was due to the fact that they had not taken the opportunity to go and another
- 25% said they had never heard of the museum.

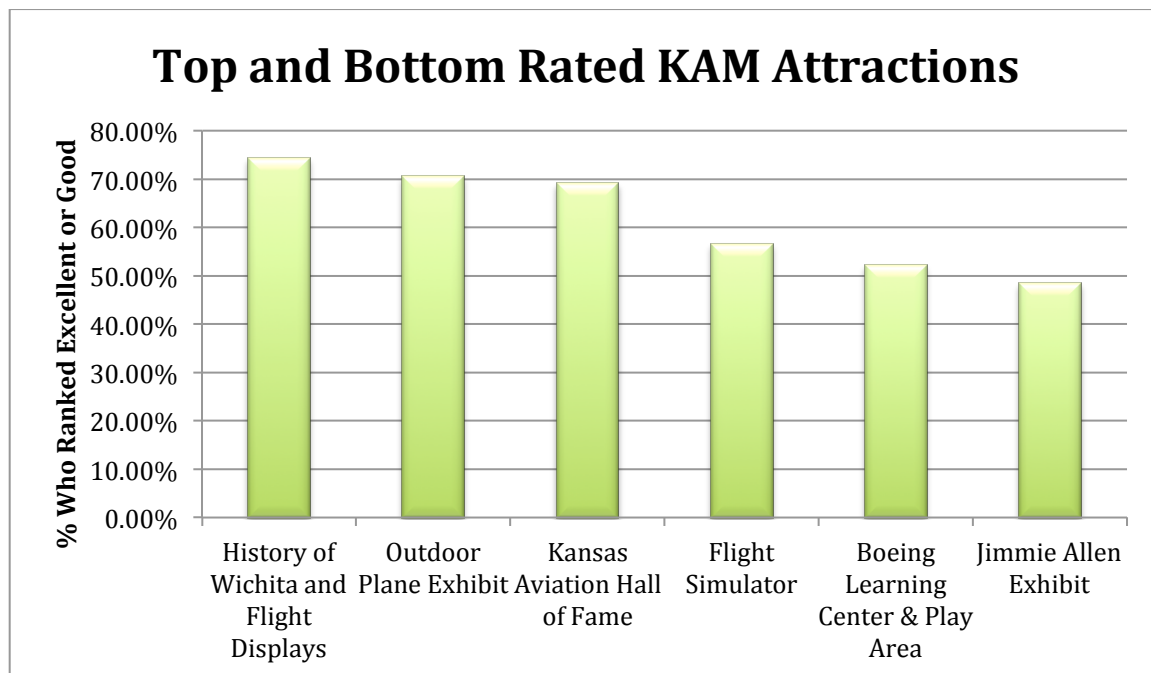
Of the respondents who had been before:

- 46.3% said it had been longer than 12 months since they had been.
- 36.1% of people said they may or may not visit KAM in the next 12 months.

These figures seem to present us with some opportunities KAM can take advantage of to attract people to the museum. One of these would be to get the word out about KAM. With 25% of respondents who have never been saying the reason for this is because they had never heard of it before there is a huge area of

opportunity. Finding ways to get the message out to the people of Wichita is a great way to attract more business.

In this survey, the interest in the Kanas Aviation Museum's attractions was also, measured. When respondents were asked how they would rate the exhibits based on their last visit, 74.3% of people ranked History of Wichita and Flight Displays as either Excellent or Good. 70.6% ranked the Outdoor Airplane Exhibit as Excellent or Good. 69.1% ranked the Kansas Aviation Hall of Fame as Excellent or Good. The lowest ranked were the Jimmy Allen exhibit with 48.5% of people ranking it as either Excellent or Good. The Boeing Learning Center and Play area was ranked as either Excellent or Good by 52.2% of people. The Flight Simulator was ranked by 56.6% of people as either Excellent or Good.



From this survey, inferences can be drawn on why people go to the museum. In the survey, 64.7% of the time it was the respondents or the respondent's spouse/partner who came up with the idea to go to the museum. The top three reasons for visiting the museum were:

- 1) Personal interest in exhibits- 22.1%
- 2) To bring their children- 19.1%
- 3) It was something to do as a family- 18.4%.

-These three reasons made up 59.6% of the reasons people visit the museum.

This seems to show that a major reason to go to the museum is to have a fun family outing and/or bring their children. "Personal interest" did play a role, but to "bring children" and "it was something to do" with the family make up a much larger part when looked at together. These results show a good target market for KAM. Someone with at least some personal interest that has a family and wants to take them for an outing they will all enjoy.

When the respondents were asked to tell which source would most likely catch their attention about Kansas Aviation Museum events or exhibits they said the following:

Top 3

- 1) T.V. -23.7%
- 2) Facebook -20.9%
- 3) Website -18.7

Bottom 3

- 1) Twitter -5.1%
- 2) Instagram -4.4%
- 3) Pinterest 2.5%

As we can see from the above figures people really want to get their information from Facebook but do not extensively use other forms of social media. With 2 of the top 3 responses being free or very cheap advertisement, this would be a great area to focus the advertising for the museum. Create a loyal fan base on Facebook. Keep them up to date on the newest happenings at KAM. The museum could then refer them to their website to give them more information on what is happening at KAM, and get people excited and coming into the door. A good emphasis would be that it is fun for the whole family, not just for the kids and they might just learn something in the process and have a great time bonding as a family.

Depending on what age group the museum wants to target, it is important to look at the break down of age versus forms of advertising. From these survey results it was found that the main Twitter and Instagram users were ages 25-34. Also, for those respondents who were 21-34 Facebook was the most popular way to get information. With those respondents that were 35-65+ TV and newspaper/magazine were most popular. This breakdown is important for the museum to look at when deciding where they want to spend their resources in advertising. These forms of advertising are great for getting in touch with those who have not visited the museum before.

Recommendation:

The data test done on the result of the sample suggests that there is no relationship between gender and the visits to KAM. As the museum was assuming that their target market includes a high portion of women with young kids who usually visits to the museum. But the data test p- value is greater than 0.05 indicating no relationship between gender and visit to the museum. Thus, the museum should not focus on women as their target market.

Another relationship that the museum assumes to be correct is between age and interest in aviation. As museum thinks that kids in schools are more interested in the aviation. However, the data shows that the age has no impact on the interest in aviation museum. The museum however should focus on the people who have interest in aviation. Because the data test represent a relationship between the interest in aviation industry and the visits to KAM. The museum can increase their business by targeting the people who has interest in aviation. People who have interest in aviation could be found on the manufacturing plant of an aircraft. To attract them KAM should provide membership at a lower cost to these to make them loyal to the museum.

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q36 Which of the following age categories includes your current age? * Q10 Do you have an interest in aviation and aviation history?	316	100.0%	0	0.0%	316	100.0%

Q36 Which of the following age categories includes your current age? * Q10 Do you have an interest in aviation and aviation history? Cross tabulation

			Q10 Do you have an interest in aviation and aviation history?		Total
			Yes	No	
Q36 Which of the following age categories includes your current age?	Under 18	Count	2	2	4
		Std. Residual	-.4	.5	
	21 go 24	Count	4	4	8
		Std. Residual	-.5	.7	
	25 to 34	Count	39	30	69
		Std. Residual	-.9	1.2	
	35 to 44	Count	29	15	44
		Std. Residual	.1	-.1	
	45 to 54	Count	40	23	63
		Std. Residual	-.1	.2	
	55 to 64	Count	52	25	77
		Std. Residual	.3	-.4	
	65 or older	Count	39	12	51
		Std. Residual	1.0	-1.4	
	Total	Count	205	111	316

Data Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Data	6.599 ^a	6	.359
Likelihood Ratio	6.687	6	.351
Linear-by-Linear Association	5.663	1	.017
N of Valid Cases	316		

a. 3 cells (21.4%) have expected count less than 5. The minimum expected count is 1.41.

KAM can also target people who themselves or their immediate family members works in an aviation industry. According to data test p-value shows a strong relationship between immediate family member and interest in aviation. They could be target through approaching manufacturing companies of aircrafts and by offering them a membership discount. The membership discount will help to make customers loyal and they will revisit more often.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q10 Do you have an interest in aviation and aviation history? * Q17 Have you ever visited the Kansas Aviation Museum?	316	100.0%	0	0.0%	316	100.0%

Q10 Do you have an interest in aviation and aviation history? * Q17 Have you ever visited the Kansas Aviation Museum? Cross tabulation

		Q17 Have you ever visited the Kansas Aviation Museum?		Total	
		Yes	No		
Q10 Do you have an interest in aviation and aviation history?	Yes	Count	110	95	205
		Std. Residual	2.3	-2.0	
	No	Count	26	85	111
		Std. Residual	-3.2	2.7	
Total		Count	136	180	316

Data Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Data	26.852 ^a	1	.000	.000	.000
Continuity Correction ^b	25.633	1	.000		
Likelihood Ratio	27.987	1	.000		
Fisher's Exact Test					
Linear-by-Linear Association	26.767	1	.000		
N of Valid Cases	316				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 47.77.

b. Computed only for a 2x2 table

Internal Survey Findings Introduction

The internal survey for the Kansas Aviation Museum (KAM) consisted of 76 individuals. The KAM had a list of emails in their database acquired under various circumstances. Individuals were asked to participate via this email list. While response rates weren't great, data can still be collected and used to evaluate how the KAM is doing. The internal survey assumes that the individual being surveyed had been to the museum before or is somewhat familiar with the museum. With that in mind, the question was still asked if the individual had been to the museum before. 76 people responded to the survey. Out of these 76 people surveyed, 74 reported visiting the Kansas Aviation Museum before. Throughout this report, different

dimensions of the survey will be examined based on the objectives of this research. The objectives of the survey will try and be answered as closely as possible. These objectives include: demographics, interest level, awareness level, and consumer behavior.

Demographics

As part of the objectives of this survey, the Kansas Aviation Museum was very interested in learning first off who they were surveying. Demographic information that was requested in the survey included: gender, age, years lived in Wichita, household income, education level, children under 18 in the household, zip code, KAM member, and the number of years as a KAM member.

The data is reflected as follows:

- Gender (72 Responses)
 - Male – 55
 - Female – 17
 - Missing – 4
- Age (70 Responses)
 - Under 18 – 1
 - 25-34 – 5
 - 35-44 – 11
 - 45-54 – 5
 - 55-64 – 9
 - 65 or older – 39
 - Missing - 6

- Years lived in Wichita (70 responses)
 - 6 months or less – 6
 - More than 1 year – 2
 - More than 3 years – 2
 - More than 5 years – 1
 - More than 10 years – 5
 - More than 15 years – 5
 - 20 years or more – 49
 - Missing – 6
- Average Household Income (70 responses)
 - Under \$25,000 – 6
 - \$25,000 - \$75,000 – 34
 - \$75,001 - \$100,000 – 12
 - Above \$100,000 – 18
 - Missing – 6
- Highest Level of Education (70 responses)
 - Some high school – 2
 - High school diploma or equivalent – 4
 - Some College – 9
 - Associates Degree – 4
 - Bachelor's Degree – 31
 - Master's Degree – 20
 - Missing – 6

- Children in your care under the age of 18 (72 responses)
 - Yes – 22
 - No – 50
 - Missing – 4
- Kansas Aviation Museum Member (75 responses)
 - Yes – 43
 - No – 32
 - Missing – 1

The data in the demographic section illustrated a typical kind of Kansas Aviation Museum regular visitor. This individual is a long time Wichita native, a baby boomer, living in the middle class, and higher educated. This is important to note for a variety of reasons. First off, the typical member or KAM visitor isn't likely to have kids and provide a long-term customer base for the museum. An effort to attract a younger generation of aviation enthusiasts with kids should be one of the museum's main priorities.

Awareness

The awareness of how a visitor became aware or receives information about the Kansas Aviation Museum was a very important part of this survey. The Kansas Aviation Museum wanted to know how people were hearing about the museum and how they view the museum. The museum also wanted to know how people view Wichita's place in aviation. It is very important to the museum for the consumer to know that Wichita is the aviation capital of the world and that the museum is the original Wichita Air Terminal. Also included for non-members was a question as to

why this individual was not a member of the KAM. Some of the statistics are listed as follows on the next page:

- Which of the following is the most likely source that would catch your attention about the Kansas Aviation Museum?

Source	Yes	No
Facebook	25	51
Twitter	5	71
Instagram	3	73
Pinterest	2	74
Website	37	39
Radio	22	54
TV	42	34
Flyer/Brochure	25	51
Internet	42	34
Friend/Family	22	54
Newspaper/Magazine	37	39
Other	11	65

A majority of the people surveyed in the internal survey knew that the Kansas Aviation Museum was the original Wichita Air Terminal. More precisely, 93.3% of people surveyed knew that the Kansas Aviation Museum used to be the old Wichita Air Terminal. Survey participants were also asked if they knew why Wichita was called the air capital of the world. Overall, most survey members were knowledgeable about Wichita's illustrious aviation history. For the most part, this internal survey group knew just how important Wichita has been in aviation and continues to be.

While the awareness of Wichita's place in aviation is a good sign, other factors such, as awareness of KAM information is a little troubling and/or intriguing. Since a lot of the internal survey participants are of an older generation, it was not surprising to see how low social media ranked on the awareness table. More conventional forms of communication were rated a little higher because of this. However, as stated earlier, appealing to a younger generation is going to be the only way the museum grows its base. The younger generation is fully engrossed in social media. This effort should continue because it requires minimal funding to produce widespread advertising. Traditional forms to appeal to the older generation are still important to the success of keeping members and can be very effective as well.

For those who have been to the museum, it will be important to get those people to come back to the museum. With the internal survey, it shows that the most popular ways that respondents ages 25-44 get their information on what is going on is through Facebook and Radio. For those respondents that are ages 45-64 the most popular way to get information about the museum was the museum's

website. As for those who were 65 years old or older, TV, newspaper/magazine, and Internet, were the most popular forms of getting information. Another important area to look at was how those who have children get their information. The most popular preferred form of communication was Facebook and the KAM website. These breakdowns are similar to the external survey, and knowing how popular these forms of communication are, will be important to the museum, when trying to stay in touch with those that have visited the museum before.

Consumer Behavior

Have they visited the Kansas Aviation Museum before?

All but one of the respondents in the internal survey had visited the museum before. It was likely that most of these respondents had been to the museum before since they were in the museums contact list. This could also cause some bias in other questions since almost the whole sample had been to the museum. We were aware of this possibility when designing the survey, and we tried to ask most questions about their experience with the museum.

In this survey we wanted to see when was the last time that the respondents visited the museum. We first asked how long it had been since the respondent had last visited the museum. 51% of the responds said that they had visited the museum in the past three months. This could cause response bias since those who have had a recent connection with the museum would be more likely to respond to the survey than those that had been to the museum a year ago.

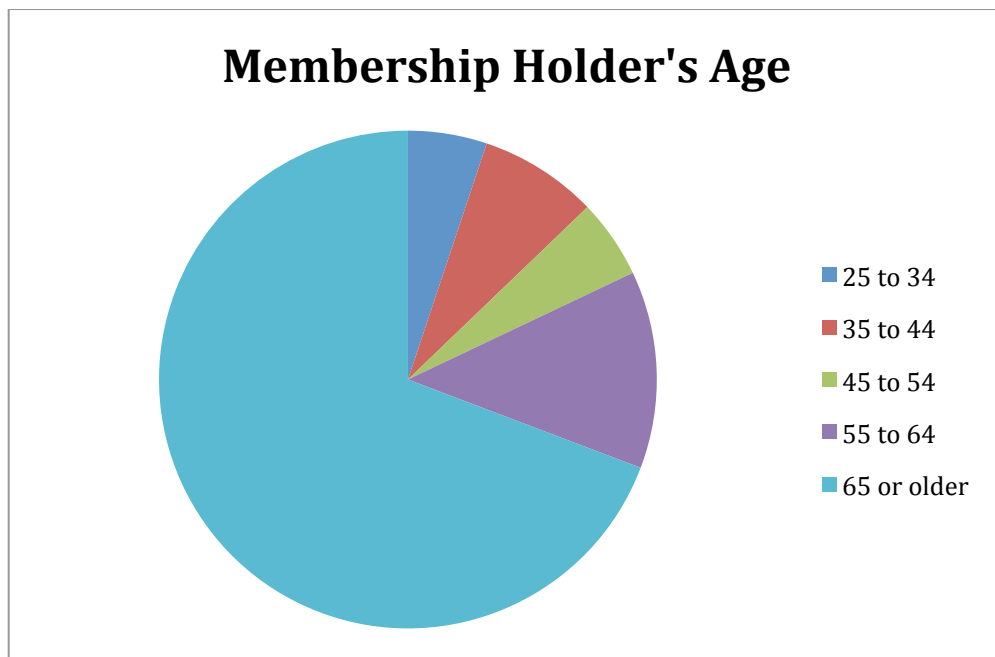
Next, looking at a yearly basis, 48% of respondents said that they visit the museum 1-2 times, and only 19% visited the museum more than eight times a year. When respondents were asked the primary reason for their visit to the Kansas Aviation Museum the top two reasons were there was a specific event hosted by the Kansas Aviation Museum or that the respondent had a personal interest in the exhibits.

Membership

When looking at who had visited the museum in the past year, we found that 68% of those who have Kansas Aviation Museum memberships had been there in

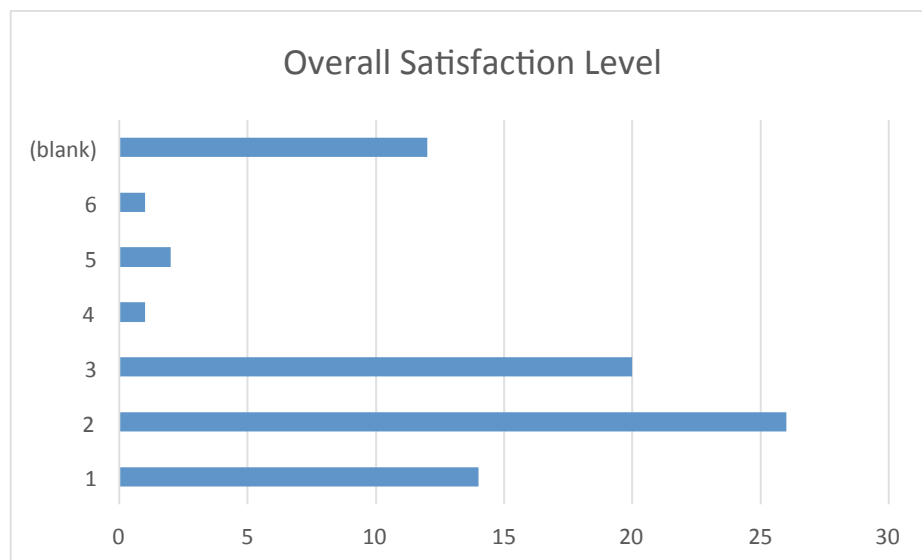
the past three month. There is also is a significant relationship between those who have lived in Wichita for more than 20 years and those who have Kansas Aviation Museum memberships. Out of the 43 respondents who have memberships, 32 of them have lived in Wichita for 20 or more years (74%). Also, 26 of the 49 respondents who have lived in Wichita for more than 20 years have also visited the museum in the last year.

In this survey, 23 of 46 those who had Kansas Aviation Museum membership were 65 or older. Also, in this survey no one who was under the age of 25 years old had a membership to the museum. These results show that the typical person who is going to buy a membership is going to be about 50 years old or older.



Ratings

How the Kansas Aviation Museum was rated by its internal members, was a crucial part of this survey. However, this data should be looked at objectively in light of whom the sample set was. The biggest indication of this survey involves overall satisfaction. This data is represented by this bar graph. Throughout this survey, a score of 1 indicates the respondent is very satisfied. A response of 5 indicates not at all satisfied. A response of 6 indicates no opinion and blank refers to people who did not respond. As indicated, most people were at least neutral in their satisfaction level with around 40 respondents indicated they were satisfied with their overall experience of the museum.



A few other important measures of interest were conducted throughout this research. This report will highlight some of the more important/influential factors in relating satisfaction of each factor to the museum experience. Factors that will be included are topic/subject matter, educational/informative, kid-friendly, clean and well kept, hands on activities, convenient hours, fun for all ages, admission

price, location, interesting exhibits, disability access, and special discounts. Number of respondents is indicated for each rating in the table.

Factor	Very Satisfied (1)	(2)	(3)	(4)	Not at all Satisfied (5)	No opinion (6)
Topic/Subject Matter	33	18	10	2	0	1
Educational/informative	31	20	9	3	0	1
Kid-friendly	20	19	13	5	0	7
Clean & Well Kept	25	22	13	2	0	2
Hands on Activities	20	23	10	2	0	9
Convenient Hours	21	26	13	1	0	3
Fun for all Ages	16	24	13	3	0	8
Admission Price	20	25	13	0	0	6
Friendliness of Museum Staff	32	18	11	0	0	3
Location	24	18	12	5	2	3
Interesting Exhibits	33	20	6	2	1	2
Disability Access	3	11	24	6	4	16
Special Discounts	15	13	24	1	0	11

As indicated by this table, most respondents were satisfied or at least somewhat satisfied with the way the museum is currently operating. Topic, education, and interesting exhibits are rated very high among internal users. People come to the museum to see planes, learn about planes, and get excited about planes. This assumption follows right in line with the dataset collected. Areas of improvement include disability access, offers of special discounts, and location. The museum has a direct effect on some of these options and cannot change much with other of the low-ended options. It is encouraging to see the good ratings for museum members in this part of the survey.

What helps decide what attractions to visit for the family?

In this survey 81% responded that they went on at least 3 or more outings to local area attractions per a year. Of the 81% who go on 3 or more outings to local area attractions per year, 28% said that they go on more than 8 outings a year to a local area attraction. For this survey, we wanted to see where our respondents were going on their outings. In the past year, at least half of the respondents had visited Botanica, Exploration place, the Kansas Aviation Museum, or the Sedgwick County Zoo. These results for the internal survey are more than likely bias since all of the respondents came from the Kansas Aviation Museums' database. However, this data is helpful to see what the sample enjoys doing for outings, but we can only assume why with the data collected.

Factors for deciding family outings

To understand the “why,” we asked the respondents to determine what matters to them when planning an outing to a local area attraction. In the survey, respondents were asked that when choosing a family outing destination how important topic matter, educational/ informational, hands-on-activities, clean and well kept, kids-friendly, convenient hours, fun for all ages, admission price, friendliness of staff, availability of snacks, gift shops, location, parking availability, interesting exhibits, disability access, and special discounts. The factors that scored the most important were cleanliness and interesting exhibits. Other factors that respondents found important as well were the topic/subject matter, convenient hours, and friendliness of staff. The factors that did not rank as important were gift shops and snacks available.

Ranking	Factors
1	Interesting Exhibits
2	Clean and well-kept
3	Topic/Subject matter
4	Friendliness of staff
5	Convenient Hours
6	Educational/ Informational
7	Admission price
8	Parking Availability
9	Fun for all ages
10	Kid-friendly
11	Hands-on activities
12	Location
13	Special Discounts
14	Disability Access
15	Gift shop
16	Availability of Snacks
*Based on comparative means	

Next, we asked those who had been to the museum to rank the satisfaction of the museum on the same factors that they use when determining an outing. The below table shows which factors ranked higher based on a mean average. In the previous table, cleanliness had ranked second, on what respondents look for when choosing a local outing. However, on the satisfaction ratings, it was in the middle of the pack in the seventh spot.

Ranking	Factors
1	Friendliness of museum staff
2	Educational/Informational
3	Topic/Subject matter
4	Interesting exhibits
5	Parking availability
6	Fun for all ages
7	Clean and well-kept
8	Location
9	Admission price
10	Kid-Friendly
11	Convenient hours
12	Special discounts
13	Hands-on activities
14	Disability Access
15	Gift Shop
16	Availability of snack

Then we wanted to see what brought the respondents back to the Kansas Aviation Museum. For those that had returned to the museum for at least a second time, the top two reasons why the respondent came back was that there was either a special event being held or they wanted to see the new improvements/exhibits. This information will be helpful to the museum to help decide where money should be spent in the museum.

We also wanted to see in our survey whose idea it was to visit the Kansas Aviation Museum. Was it their kid's, spouse's, family's friends? We found that 78% said that it was their idea to visit the museum. There could also be bias here since those who were likely to give their email address to the Kansas Aviation Museum probably had the most interest in seeing the museum in the group they were with.

Favorite Exhibits at the Museum

In our survey we asked the responded to rate the thirteen different exhibits. The exhibits that were rated are listed in the table below, and the respondents had the choice when ranking them of excellent, good, average, fair, and did not visit the exhibit. We then wanted to get an average ranking for those respondents who had been to the exhibit. To get an average rating we had each rating equal the following values: excellent = 5, good =4, average = 3, fair =2, and poor=1. We then multiplied the number of respondent's answers by the respective category and divided by the total respondents who had visited the exhibit. The averages were fairly close to one another, but the exhibit that scored the highest was the control tower. The exhibit that scored the lease was the airplane exhibit.

It is also interesting to note that 45.3% of respondents who answered this question had not visited the Jimmie Allen Exhibit. Those who had visited the Jimmie Allen Exhibit, 74% rated the exhibit as either excellent or good. Of the 45.3% who said that they had not visited the Jimmie Allen Exhibit, 79% of them had visited the museum within the past 6 months. It would have been interesting to see why the

respondents had not visited the Jimmie Allen Exhibit, to see if it was due of the location of the exhibit, the interest of the exhibit, etc.

Another interesting observation to note is that the exhibit that was visited the most had the lowest average score. The Airplane Exhibit had an average of 3.60, and 98% of the 64 people who answered this question had visited the exhibit. Also, the Airplane Exhibit has 5 people rate the Airplane Exhibit as poor. Very few of the other exhibits received poor ratings. This would be a good exhibit for the museum staff to take a look at.

Exhibit	Average	Excellent	Good	Average	Fair	Poor	Did not visit	Total visited
Control Tower	4.40	33	22	6	1	0	2	62
Stearman Exhibit	4.29	25	27	4	2	0	6	58
Larid Swallow Exhibit	4.29	23	28	3	2	0	8	56
History of Wichita and Flight Display	4.20	23	27	9	1	0	4	60
Kansas Aviation Hall Of Fame	4.05	20	25	10	2	1	6	58
Boeing Learning Center and Play Area	4.04	18	16	9	2	1	18	46
Engine Room Display	4.00	16	30	14	1	0	3	61
Boeing Exhibit	3.92	12	28	11	1	1	11	53
Flight Simulator	3.90	15	22	7	5	1	14	50
Jimmie Allen Exhibit	3.89	6	20	8	1	0	29	35
Military Exhibit	3.87	15	22	15	2	1	9	55
TWA Airline Exhibit	3.74	8	28	14	1	2	11	53
Airplane Exhibit	3.60	12	30	10	6	5	1	63

Recommendations

Several interesting points and recommendations can be gleaned from this data. First off, since these consumers visit the museum on a regular basis some sample bias can be attributed to the results that were obtained. Also, in looking at variables between questions. The parts of the sample set with high aviation interest also responded with high entertainment/satisfaction from the museum as a whole as well as the exhibits individually. Not much correlation was shown to differ between genders. However, age level did show more interest and satisfaction with older crowds. This is also difficult to address as a good deal of the sample is of the older age bracket.

A few recommendations that could help the Kansas Aviation Museum in the future involve data taken directly from this survey. Better discounts whether that be for military, kids, seniors, airline members could be useful in attracting more consumers and encouraging people to come back. It seems like this is a good deal of their population and should be the museum's target market. Also, location awareness and improvement for the disabled could also foster more participation with the museum. Emphasizing exhibits that succeed and building new exhibits will also be beneficial in enhancing museum satisfaction. Overall, the museum appeals to a certain type of crowd. Marketing should be based on these targets to not waste time in unproductive markets.

Appendix

Museum Survey External

Q1 We are a group of student researchers associated with Wichita State University. We ask your help with a survey to determine the attitudes and awareness of the population of Wichita regarding the Kansas Aviation Museum. Your participation is voluntary and you may choose to stop the survey at any time. This survey will take approximately ten minutes to complete. We are not attempting to sell you anything. The survey is anonymous and providing any sort of personal identifying information is completely optional. We appreciate your time.

Q2 Do you live in the greater Wichita area?

☐ Yes (1)

☐ No (2)

If Yes Is Selected, Then Skip To Are you 21 years of age or older? If No Is Selected, Then Skip To The survey is now complete. Visit kans...

Q3 Are you 21 years of age or older?

☐ Yes (1)

☐ No (2)

If No Is Selected, Then Skip To The survey is now complete. Visit kans...

Q4 Which of the following Wichita area attractions are your favorite family entertainment destinations? Please select all that are your favorites.

- ☐ Exploration Place (1)
- ☐ Botanica, the Wichita Gardens (2)
- ☐ Kansas Aviation Museum (3)
- ☐ Sedgwick County Zoo (4)
- ☐ Mid-America All-Indian Museum (5)
- ☐ Kansas African American Museum (6)
- ☐ Museum of World Treasures (7)
- ☐ Wichita Art Museum (8)
- ☐ Tanganyika Wildlife Park (9)
- ☐ Great Plains Nature Center (10)
- ☐ Old Cowtown Museum (11)
- ☐ None of these are a family favorite (12)

Q5 Why are these attractions a family favorite?

Q6 On average, how many times a year do you or members of your household go on outings to local area attractions?

- ☐ never (1)
- ☐ 1-2 (2)
- ☐ 3-4 (3)
- ☐ 5-6 (4)
- ☐ 7-8 (5)
- ☐ More than 8 (6)

Q7 When choosing a family outing destination, how would you rate the importance of the following factors?

	Very Important (1)	Somewhat Important (2)	Neutral (3)	Not very Important (4)	Not at all Important (5)	No Opinion (6)
Topic/Subject matter (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational/Informative (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kid-friendly (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean and well-kept (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hands-on activities (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenient hours (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fun for all ages (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Admission price (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friendliness of staff (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of snacks (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gift shop (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Location (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking availability (13)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interesting exhibits (14)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disability access (15)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Special discounts (i.e. military, seniors, student) (16)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q8 Which of these Wichita area attractions have you visited in the past year? Please select all that you have visited.

- ☐ Exploration Place (1)
- ☐ Botanica, the Wichita Gardens (2)
- ☐ Kansas Aviation Museum (3)
- ☐ Sedgwick County Zoo (4)
- ☐ Mid-American All-Indian Center (5)
- ☐ Kansas African American Museum (6)
- ☐ Museum of World Treasures (7)
- ☐ Wichita Art Museum (8)
- ☐ Tanganyika Wildlife Park (9)
- ☐ Great Plains Nature Center (10)
- ☐ Old Cowtown Museum (11)
- ☐ None of the above (12)

Q9 Have you or anyone in your immediate family ever worked in the aviation industry?

- ☐ Yes (1)
- ☐ No (2)

Q10 Do you have an interest in aviation and aviation history?

- ☐ Yes (1)
- ☐ No (2)

If No Is Selected, Then Skip To Does the phrase "Air Capital of the W..."

Q11 How strong would you say your interest is in aviation and aviation history?

	1 - Very high interest (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7-No interest at all (7)
My interest in aviation and aviation history is: (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q12 Does the phrase "Air Capital of the World" have meaning to you as it relates to Wichita?

- ☐ Yes (1)
- ☐ No (2)

Q13 Why do you think Wichita has the nickname "Air Capital of the World"?

Q14 Are you interested in seeing early (1920's) to modern commercial and military planes close up?

- ☐ Yes (1)
- ☐ No (2)

If No Is Selected, Then Skip To Are you aware that there is a locatio...

Q15 How strong would you say your interest is in seeing airplanes close up?

	1 - Very high Interest (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 - No interest at all (7)
My interest in seeing airplanes close up is: (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q16 Are you aware that there is a location in Wichita dedicated to preserving the aviation history of Wichita and Kansas?

- ☐ Yes (1)
- ☐ No (2)

Q17 Have you ever visited the Kansas Aviation Museum?

- ☐ Yes (1)
- ☐ No (2)

If Yes Is Selected, Then Skip To When was the last time you visited th...

Q18 Which of the following most accurately describes why you have not been to the Kansas Aviation Museum?

- ☐ Have not heard of it before (1)
- ☐ Not interested in aviation (2)
- ☐ Don't generally visit museums (3)
- ☐ Have not taken the opportunity (4)
- ☐ Transportation difficulties (5)
- ☐ Cost of admission is too high (6)
- ☐ Hours they are open do not meet my needs (7)
- ☐ OTHER (8) _____

Q19 How likely are you to visit the Kansas Aviation Museum in the next 12 months?

- ☐ Definitely will visit (1)
- ☐ Probably will visit (2)
- ☐ May or may not visit (3)
- ☐ Probably will not visit (4)
- ☐ Definitely will not visit (5)

If Definitely will visit Is Selected, Then Skip To Are you: If Probably will visit Is Selected, Then Skip To Are you: If May or may not visit Is Selected, Then Skip To Are you: If Probably will not visit Is Selected, Then Skip To Are you: If Definitely will not visit Is Selected, Then Skip To Are you:

Q20 When was the last time you visited the Kansas Aviation Museum?

- ☐ Within the past 6 months (1)
- ☐ Within the past 6-12 months (2)
- ☐ More than 12 months (3)
- ☐ Cannot remember how long it has been (4)

Q21 How likely are you to visit the Kansas Aviation Museum in the next 12 months?

- ☐ Definitely will visit (1)
- ☐ Probably will visit (2)
- ☐ May or may not visit (3)
- ☐ Probably will not visit (4)
- ☐ Definitely will not visit (5)
- ☐ Waiting until construction is finished (6)

Q22 Thinking about your most recent visit, how would you rate your level of satisfaction with the Kansas Aviation Museum on the following factors?

	Very Satisfied (1)	2 (2)	3 (3)	4 (4)	Not at all Satisfied (5)	No Opinion (6)
Topic/Subject matter (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational/Informative (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kid-friendly (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean and well-kept (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hands-on activities available (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenient hours (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fun for all ages (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Admission price (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friendliness of museum staff (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of snacks (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gift shop (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Location (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking availability (13)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interesting exhibits (14)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disability access (15)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Special discounts (i.e. military, seniors, student) (16)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q23 Based on your most recent visit, how would you rate the following exhibits at the Kansas Aviation Museum?

	Excellent (1)	Good (2)	Average (3)	Fair (4)	Poor (5)	Did not visit this exhibit (6)
Outdoor Airplane Exhibit (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flight Simulator (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jimmie Allen Exhibit (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Engine room displays (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kansas Aviation Hall of Fame (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
History of Wichita and flight displays (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TWA Airline Exhibit (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stearman Exhibit (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Laird Swallow Exhibit (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Boeing Learning Center and Play Area (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Military Exhibit (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Boeing Exhibit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(12) Control Tower (13)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Q24 How would you rate your overall experience at the Kansas Aviation Museum?

	1 - One of the best ever (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 - Not a good experience (7)
My experience was: (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q25 How likely are you to recommend Kansas Aviation Museum to others?

- ☐ I already have recommended it (1)
- ☐ Very likely (2)
- ☐ Somewhat likely (3)
- ☐ Not very likely (4)

Q26 Which of the following would be the most likely source that might catch your attention about Kansas Aviation Museum events or exhibits? Please select all that apply.

- ☐ Facebook (1)
- ☐ Twitter (2)
- ☐ Instagram (3)
- ☐ Pinterest (4)
- ☐ Website (5)
- ☐ Radio (6)
- ☐ T.V. (7)
- ☐ Flyer/brochure (8)
- ☐ Internet (9)
- ☐ Friend/Family (10)
- ☐ Newspaper/magazine (11)
- ☐ Other (12) _____

Q27 What is the primary reason for you having most recently visited the Kansas Aviation Museum?

- ☐ Specific event hosted by Kansas Aviation Museum (1)
- ☐ Event I attended was using the museum space (2)
- ☐ To bring children to visit exhibits (3)
- ☐ Personal interest in the exhibits (4)
- ☐ Something to do as a family (5)
- ☐ Friend/family recommended I visit (6)
- ☐ To support the museum (7)
- ☐ Annual membership usage (8)
- ☐ No special reason, just looking for something to do (9)

Q28 Whose idea was it to visit the Kansas Aviation Museum?

- ☐ Mine (1)
- ☐ My child or grandchild wanted to visit (2)
- ☐ My spouse/partner wanted to visit (3)
- ☐ Visiting relative or friend suggested we visit (4)
- ☐ Suggested by child/grandchild's school (5)
- ☐ Suggested by colleague at work (6)
- ☐ I don't remember (7)

Q29 Are you a Kansas Aviation Museum member?

- ☐ Yes (1)
- ☐ No (2)

If No Is Selected, Then Skip To Are you:

Q30 If you have visited the museum more than once what was your reason for coming back to the museum?

- ☐ Family or friends suggestion (1)
- ☐ Research on historic records (2)
- ☐ Special event being held (3)
- ☐ Personal interest/Curiosity (4)
- ☐ Child's school field trip (5)
- ☐ Wanted to show others (6)
- ☐ Wanted to see new improvements/exhibits (7)
- ☐ Wanted to use membership (8)
- ☐ Other (9) _____

Q31 Are you:

- ☐ Male (1)
- ☐ Female (2)

Q32 Do you have children in your care under the age of 18?

- ☐ Yes (1)
- ☐ No (2)

If No Is Selected, Then Skip To What is your average annual household...

Q33 How many times have these children been to the Kansas Aviation Museum?

- ☐ Never (1)
- ☐ Once (2)
- ☐ Twice (3)
- ☐ Three or more times (4)

Q34 If a child in your care expressed a favorite part of the museum, what was their favorite part or exhibit?

Q35 What is your average annual household income?

- ☐ Under \$25,000 (1)
- ☐ \$25,000 - \$75,000 (2)
- ☐ \$75,001 - \$100,000 (3)
- ☐ Above \$100,000 (4)

Q36 Which of the following age categories includes your current age?

- ☐ Under 18 (1)
- ☐ 18 to 20 (2)
- ☐ 21 to 24 (3)
- ☐ 25 to 34 (4)
- ☐ 35 to 44 (5)
- ☐ 45 to 54 (6)
- ☐ 55 to 64 (7)
- ☐ 65 or older (8)

Q37 Which of the following best reflects your highest level of education?

- ☐ Some high school (1)
- ☐ High school diploma or equivalent (2)
- ☐ Technical school diploma (3)
- ☐ Some college (4)
- ☐ Associates degree (5)
- ☐ Bachelor's degree (6)
- ☐ Master's degree or higher (7)

Q38 How long have you lived in the Wichita area?

- ☐ 6 months or less (1)
- ☐ 1 year or less (2)
- ☐ More than 1 year (3)
- ☐ More than 3 years (4)
- ☐ More than 5 years (5)
- ☐ More than 10 years (6)
- ☐ More than 15 years (7)
- ☐ 20 years or more (8)

Q39 What is your five digit residential zip code?

Q40 If you would like to learn more about the Kansas Aviation Museum and receive bi-weekly newsletters, please provide us with your email address. This is optional.

Q41 The survey is now complete. Visit kansasaviationmuseum.org for more information on the Kansas Aviation Museum. Thank you for taking our survey.

KAM Survey Internal

Q1 Which of these Wichita area attractions have you or members of your family visited in the past year ? Please select all that you have visited.

- ☐ Exploration Place (1)
- ☐ Botanica, the Wichita Gardens (2)
- ☐ Kansas Aviation Museum (3)
- ☐ Sedgwick County Zoo (4)
- ☐ Mid-America All-Indian Museum (5)
- ☐ Kansas African American Museum (6)
- ☐ Museum of World Treasures (7)
- ☐ Wichita Art Museum (8)
- ☐ Tanganyika Wildlife Park (9)
- ☐ Great Plains Nature Center (10)
- ☐ Old Cowtown Museum (11)
- ☐ None of the above (12)

Q2 When choosing a family outing destination, how would you rate the importance of the following factors?

	Very Important (1)	Somewhat Important (2)	Neutral (3)	Not very Important (4)	Not at all Important (5)	No Opinion (6)
Topic/Subject matter (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational/Informative (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kid-friendly (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean and well-kept (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hands-on activities (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenient hours (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fun for all ages (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Admission price (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friendliness of staff (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of snacks (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gift shop (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Location (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking availability (13)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interesting exhibits (14)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disability access (15)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Special discounts (i.e. military, seniors, student (16)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3 On average, how many times a year do you or members of your household go on outings to local area attractions?

- ☐ Never (1)
- ☐ 1-2 (2)
- ☐ 3-4 (3)
- ☐ 5-6 (4)
- ☐ 7-8 (5)
- ☐ More than 8 (6)

Q4 How strong would you say your interest is in aviation and aviation history?

	1 - Very high interest (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7-No interest at all (7)
My interest in aviation and aviation history is: (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5 Why do you think Wichita has the nickname "Air Capital of the World"?

Q6 How strong would you say your interest is in seeing early (1920's) to modern commercial and military airplanes close up?

	1 - Very high Interest (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 - No interest at all (7)
My interest in seeing airplanes close up is: (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q7 Have you ever visited the Kansas Aviation Museum?

☐ Yes (1)

☐ No (2)

If Yes Is Selected, Then Skip To Which of the following would be the m...

Q8 Which of the following most accurately describes why you have not been to the Kansas Aviation Museum?

- ☐ Have not heard of it before (1)
- ☐ Not interested in aviation (2)
- ☐ Don't generally visit museums (3)
- ☐ Have not taken the opportunity (4)
- ☐ Transportation difficulties (5)
- ☐ Cost of admission is too high (6)
- ☐ Hours they are open do not meet my needs (7)
- ☐ OTHER (8) _____

Q9 Which of the following would be the most likely source that might catch your attention about Kansas Aviation Museum events or exhibits? Please select all that apply.

- ☐ Facebook (1)
- ☐ Twitter (2)
- ☐ Instagram (3)
- ☐ Pinterest (4)
- ☐ Website (5)
- ☐ Radio (6)
- ☐ T.V. (7)
- ☐ Flyer/brochure (8)
- ☐ Internet (9)
- ☐ Friend/Family (10)
- ☐ Newspaper/magazine (11)
- ☐ Other (12) _____

Q10 Are you aware that the Kansas Aviation Museum building is the original Wichita Air Terminal?

- ☐ Yes (1)
- ☐ No (2)

Q11 Are you a Kansas Aviation Museum member?

- ☐ Yes (1)
- ☐ No (2)

If No Is Selected, Then Skip To Which of the following best describes...

Q12 How many years have you been a member?

If How many years have you been a member... Is Not Empty, Then Skip To When was the last time you most recently visited...

Q13 Which of the following best describes your reason for not becoming a member of the Kansas Aviation Museum?

- ☐ Memberships are not my thing (1)
- ☐ I prefer to pay each time I choose to visit (2)
- ☐ Not a good value for me or my family (3)
- ☐ Not aware of the cost or benefits membership offers (4)
- ☐ Don't know how to join (5)
- ☐ Other (6) _____

Q14 When was the last time you most recently visited the Kansas Aviation Museum?

- ☐ Within the past 3 months (1)
- ☐ Within the past 6 months (2)
- ☐ Within the past 12 months (3)
- ☐ More than 12 months (4)
- ☐ Cannot remember how long it has been (5)

Q15 Approximately how many times a year do you or some of your family members visit the Kansas Aviation Museum?

- ☐ Never (1)
- ☐ 1-2 (2)
- ☐ 3-4 (3)
- ☐ 5-6 (4)
- ☐ 7-8 (5)
- ☐ More than 8 (6)

If Never Is Selected, Then Skip To How likely are you to recommend Kansa...

Q16 What is the primary reason for you having visited the Kansas Aviation Museum?

- ☐ Specific event hosted by Kansas Aviation Museum (1)
- ☐ Event I attended was using the museum space (2)
- ☐ To bring children to visit exhibits (3)
- ☐ Personal interest in the exhibits (4)
- ☐ Something to do as a family (5)
- ☐ Friend/family recommended I visit (6)
- ☐ To support the museum (7)
- ☐ Annual membership usage (8)
- ☐ No special reason, just looking for something to do (9)

Q17 Whose idea was it to visit the Kansas Aviation Museum?

- ☐ Mine (1)
- ☐ My child or grandchild wanted to visit (2)
- ☐ My spouse/partner wanted to visit (3)
- ☐ Visiting relative or friend suggested we visit (4)
- ☐ Suggested by child/grandchild's school (5)
- ☐ Suggested by colleague at work (6)
- ☐ I don't remember (7)

Q18 If you have visited the museum more than once what was your reason for coming back to the museum?

- ☐ Family or friends suggestion (1)
- ☐ Research on historic records (2)
- ☐ Special event being held (3)
- ☐ Personal interest/Curiosity (4)
- ☐ Child's school field trip (5)
- ☐ Wanted to show others (6)
- ☐ Wanted to see new improvements/exhibits (7)
- ☐ Wanted to use membership (8)
- ☐ Other (9) _____

Q19 Thinking about your most recent visit, how would you rate your level of satisfaction with the Kansas Aviation Museum on the following factors?

	Very Satisfied (1)	2 (2)	3 (3)	4 (4)	Not at all Satisfied (5)	No Opinion (6)
Topic/Subject matter (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational/Informative (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kid-friendly (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean and well-kept (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hands-on activities available (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenient hours (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fun for all ages (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Admission price (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friendliness of museum staff (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of snacks (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gift shop (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Location (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking availability (13)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interesting exhibits (14)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disability access (15)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Special discounts (i.e. military, seniors, student) (16)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q20 Based on your most recent visit, how would you rate the following exhibits at the Kansas Aviation Museum?

	Excellent (1)	Good (2)	Average (3)	Fair (4)	Poor (5)	Did not visit this exhibit (6)
Outdoor Airplane Exhibit (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flight Simulator (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jimmie Allen Exhibit (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Engine room displays (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kansas Aviation Hall of Fame (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
History of Wichita and flight displays (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TWA Airline Exhibit (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stearman Exhibit (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Laird Swallow Exhibit (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Boeing Learning Center and Play Area (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Military Exhibit (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Boeing Exhibit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(12) Control Tower (13)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Q21 How would you rate your overall experience at the Kansas Aviation Museum?

	1 - One of the best ever (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 - Not a good experience (7)
My overall experience was: (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q22 How likely are you to recommend Kansas Aviation Museum to others?

- ☐ I already have recommended it (1)
- ☐ Very likely (2)
- ☐ Somewhat likely (3)
- ☐ Not very likely (4)

Q23 Are you:

- ☐ Male (1)
- ☐ Female (2)

Q24 Do you have children in your care under the age of 18?

- ☐ Yes (1)
- ☐ No (2)

If No Is Selected, Then Skip To Which of the following best reflects ...

Q25 How many times have these children been to the Kansas Aviation Museum?

- ☐ Never (1)
- ☐ Once (2)
- ☐ Twice (3)
- ☐ Three or more times (4)

If Never Is Selected, Then Skip To Which of the following best reflects ...

Q26 If a child in your care expressed a favorite part of the museum, what was their favorite part or exhibit?

Q27 Which of the following best reflects your average annual household income?

- ☐ Under \$25,000 (1)
- ☐ \$25,000 - \$75,000 (2)
- ☐ \$75,001 - \$100,000 (3)
- ☐ Above \$100,000 (4)

Q28 Which of the following age categories includes your current age?

- ☐ Under 18 (1)
- ☐ 18 to 20 (2)
- ☐ 21 to 24 (3)
- ☐ 25 to 34 (4)
- ☐ 35 to 44 (5)
- ☐ 45 to 54 (6)
- ☐ 55 to 64 (7)
- ☐ 65 or older (8)

Q29 Which of the following best reflects your highest level of education?

- ☐ Some high school (1)
- ☐ High school diploma or equivalent (2)
- ☐ Technical school diploma (3)
- ☐ Some college (4)
- ☐ Associates degree (5)
- ☐ Bachelor's degree (6)
- ☐ Master's degree or higher (7)

Q30 How long have you lived in the Wichita area?

- ☐ 6 months or less (1)
- ☐ 1 year or less (2)
- ☐ More than 1 year (3)
- ☐ More than 3 years (4)
- ☐ More than 5 years (5)
- ☐ More than 10 years (6)
- ☐ More than 15 years (7)
- ☐ 20 years or more (8)

Q31 What is your five digit residential zip code?

Q32 The survey is now complete. Visit kansasaviationmuseum.org for more information on the Kansas Aviation Museum. Thank you for taking our survey.